

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. # 263616

1. THE NAME OF THE CANDIDATE IS: Al Lomberti
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Brad. Co. Sheriff in
the ☒ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Committee to Elect -
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Jose Riesco
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Gary Heinicka
Name
18250 NW 60th Ave
Address
Palmdale, FL 32686 352. 389. 0262
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Jose Riesco

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Print Date 11/02/12 Page 1 of 1

Flight Dates 10/29/12-11/06/12

Contract / Revision 263616 /

Original Date / Revision
11/02/12 11/02/12

Advertiser Pol/AI Lamberti for Sheriff C.

Product

Agency Com 15%

Billing Contact

18250 NW 60th Ave
Reddick, FL 32686

Agency GHH Incorporated

Buying Contact

18250 NW 60th Ave
Reddick, FL 32686

Sales Office MIA

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # Est 1012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes Political

Priority P-2

Advertiser Ref

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 28% Market Value 12500

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	33%	4125
WPXM	%	0
WSVN	23%	2875
WTVJ	16%	2000

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	3	\$2,975.00	\$3,500.00	0.00	10/29/12	11/03/12	3	\$2,975.00	\$3,500.00
Totals	3	\$2,975.00	\$3,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 5	WPLG	11/03/12	11/03/12	College Football 12n SaCM College Football Sat		12n-330p	-----S-	:30	1	\$500.00	LUR	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$500.00		0.00			
6	WPLG	11/03/12	11/03/12	College Football 330p SaCM College Football Sat		330-7P	-----S-	:30	1	\$1,500.00	LUR	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
7	WPLG	11/03/12	11/03/12	College FB Sat Prime 8pCM College FB Sat Prime 8p		8-11:30P	-----S-	:30	1	\$1,500.00	LUR	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
Totals														3	\$3,500.00